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**Department of Commerce and Insurance
Commissioner Leslie Shechter Newman**

NEWS RELEASE

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Tennessee, 25 Other States, D.C. Reach Agreement with Drug Company For Advertising Practices Regarding Concerns with Purdue Pharma's Pain Drug, OxyContin

Tennessee and 25 other states, as well as the District of Columbia have filed agreements with Purdue Pharma, manufacturer of the narcotic pain medication OxyContin regarding concerns over its advertising practices. OxyContin is a time-released, Schedule II opioid used for pain management of moderate to severe pain. The agreement addresses allegations the company failed to adequately disclose abuse and diversion risks associated with the drug in violation of the states' consumer protection statutes.

As part of the agreement, Tennessee will receive \$719,500 of the total \$19,500,000 to be paid by the drug company. In addition, the agreement calls for Purdue to maintain an abuse and diversion-detection program that the company established internally to detect problem prescribing, and requires all field personnel to undergo training on the program before being allowed to promote OxyContin. Among other restrictions in the agreement are requirements that Purdue refrain from advertising use of the drug for off-label purposes (those beyond the approved uses of the drug). In addition to the requirements to market and promote OxyContin only in line with FDA-approved uses, the agreement prohibits Purdue from making any false, misleading or deceptive claims regarding OxyContin.

"We hope this agreement will help stop some of the misuse, intentional and unintentional, of a

drug that can be lethal,” said Attorney General Bob Cooper. “Tennesseans need to have all the facts to make informed decisions when it comes to something so important as one’s health and well-being.”

Although Purdue has admitted no wrongdoing as part of the agreement, Tennessee alleges in its complaint that OxyContin was in some cases being promoted as a drug that could be taken “as needed,” and in other circumstances where the FDA had not approved it because of the drug’s highly addictive nature and controlled time-release qualities. Among other allegations, the complaint states the company’s sales efforts and training seminars for doctors, pharmacists and nurses to “promote OxyContin as the opioid of choice, get healthcare professionals ‘comfortable’ with prescribing high strength narcotic opioids and ultimately increase OxyContin prescriptions.”

Besides Tennessee, those states participating in the investigation and subsequent agreement are : Arizona, Arkansas, California, Connecticut, Idaho, Illinois, Kentucky, Louisiana, Maine, Maryland , Massachusetts, Montana, Nebraska, Nevada, New Mexico, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas, Vermont, Virginia, Washington, Wisconsin and the District of Columbia.